MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

2 MARCH 2016
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **SIX (6)** questions only.

2. Attempt **FIVE (5)** out of **SIX (6)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt FIVE (5) out of SIX (6) questions.

Question 1 (20 marks)

'Technological changes continue to drive the way consumers experience entertainment. Hardware convergence will soon make watching web and TV shows a blended experience. With advertising models outside of content still developing there is a greater impetus than ever for companies to engage directly with relevant entertainment projects to reach their audience.' (PropStar, 2012, para 3). It is therefore important for companies to understand the mechanics of how product placement and branded entertainment works.

Compare and contrast product placement and branded entertainment. Provide relevant examples of each.

(20 marks)

Question 2 (20 marks)

Many university students "share" music by downloading clips from the Internet. Is it right to do so in the perspective of customers and organisations? If you were devising an advertisement campaign to discourage free downloading, how might you use what you have learned to create a convincing message?

(20 marks)

Question 3 (20 marks)

Many studies have shown that our sensory detection abilities decline as we grow older. Examine **FIVE (5)** sensory systems and its implications that marketers need to consider on when attempting to appeal to the elderly.

(20 marks)

Question 4 (20 marks)

The way a marketer structures his message determines how persuasive it will be. Explain **FOUR (4)** types of message appeals with relevant examples.

(20 marks)

Continued...

Question 5 (20 marks)

Discuss **FOUR (4)** important benefits and limitations of e-commerce in a marketer's perspective. Give an example for each on a typical situation.

(20 marks)

Question 6 (20 marks)

Purchase decisions that involve extensive search also entail some kind of perceived risk (a belief that the purchase potentially could have negative consequences). Name **FIVE (5)** perceived risks, indicate the kinds of consumers most vulnerable to each risk, and indicate the types of purchases most sensitive to each.

(20 marks)

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